

# Possibilities

NUTRITION COALITION, INC. ♦ Fargo, ND 58108-3001 ♦ 1-800-447-4793 ♦ www.willardswater.com ♦ March/April, 2007

## Triple Play? Colon Cancer, Cholesterol and Triglycerides? What About Blood Pressure?



Research presented at the 233rd National Meeting of the American Chemical Society reveals blueberries

contains chemicals that could help prevent colon cancer while lowering cholesterol and triglycerides at the same time.

To determine the colon cancer-fighting capabilities of an antioxidant that is particularly abundant in blueberries, called pterostilbene, researchers at Rutgers University in New Jersey conducted a study using 18 rats with chemically induced colon cancer. Half the rodents were placed on a balanced diet, while the other half were given the same diet with the pterostilbene antioxidant supplements. After eight weeks, the rats that received the “blueberry antioxidant” had 57% fewer cancerous lesions in

their colons than the control group. The chemical also inhibited inflammation in rats who received the experimental treatment.

Another study conducted by USDA researchers revealed that hamsters that ate blueberry skins as part of their diet had lower levels of cholesterol and triglycerides than their blueberry-free counterparts. The study authors are not sure whether the results of these studies are applicable to humans, but they plan to find out. In the meantime, study author Bandaru Reddy, Ph.D., a professor in the department of Chemical Biology at Rutgers writes, “This study underscores the need to include more berries in the diet, especially blueberries.”

Based on the results of these two studies, researchers suggest producing pterostilbene

in a pill form so patients interested in preventing colon cancer would have a natural alternative to commercial medications filled with unpleasant side effects.

Editor: It seems there are more and more benefits found by researchers every day for the various antioxidants. Long recognized as the “king” of antioxidants is the Grape seed. Our Grape Seed Antioxidant is Item No. PY-4. And, we have to tell you that many natural health practitioners regard the antioxidant abilities of Willard Water to be one of the keys to its seemingly wide range of benefits.

We can also get you Jarow Formulas “PomeGreat”, which is Pomegranate + Red Grape + Blueberry Juice Con-

**...people taking blood pressure medicine should monitor their blood pressure closely, because pomegranate juice may lower blood pressure...**

centrates, if you are interested. It's not on our order form yet, but if you'd like it just tell us when you phone in your order or mention it in the

“Comments” section of your online order. A 12-oz bottle is said to be 23.6 servings. It costs \$19.95 per bottle. Just ask for “PomeGreat”.

The one caution on the product from the source is that people taking hypertensive medications should monitor their blood pressure closely when taking this product, because pomegranate juice may lower blood pressure. If allergic to many plants, consult your health professional before taking pomegranate products. ♦

## National Autism Awareness Month: Are You Aware of This?

April is National Autism Awareness Month. It doesn't seem that long ago that autism was so rare it wasn't even thought about much. Now, with one out of every 165 children affected by autism, it's on many more people's minds.

This tragic condition prevents the child from having or expressing any real communication or emotions.

It's a controversial condition, both in terms of what causes it and how to treat it. We certainly are not experts. We've been touched by stories from parents who believe their child's vaccinations caused the problem... but many research authorities say there is no connection between vaccinations and autism. Again, we don't know.

And we don't know how it can be treated.

We do know that Duane who works here and has a grandson with autism is a real believer in “Natural Cell Defense” (NCD, for short).

To summarize, NCD is basically the mineral zeolite in a liquid form which is taken in “drops per day”. It's been credited

with lots of different health benefits...with reports of benefits on everything from cancer to just feeling better overall... one of those seeming “super nutritional products, with broad ranging benefits”. But it's also been credited with helping many children with autism.

Duane's grandson is one of those children. Duane says he went from being totally unable or unwilling to speak, to running to greet Duane when he came to visit him for the first time after his parents put him on NCD... and reciting the alphabet, and making his needs and wants known.

Duane is a person who smiles a lot. But no broader smile did he ever bear than the one he wore when telling us about the change in his grandson.

NCD is not on our order form, but you can order it by telling us you want it when you phone in your order, or noting it in the Comments section of your online order. It's \$49.95 for a typical one month supply. Just ask Duane if he thinks it's “worth it or not”!

## Foods to “Fight” Smoking?

New research, claiming to be the first of this kind, says consuming dairy products, fruits, and vegetables, could help smokers break the habit.

Published in the journal *Nicotine and Tobacco Research*, the study confirmed the popular belief that certain foods worsen the taste of cigarettes, while other foods enhance their taste.

According to the researchers at Duke University Medical Center, the findings could lead to a “Quit Smoking Diet”, or to the development of a gum or lozenge that makes cigarettes less palatable.

Led by Dr. Joseph McClernon, the researchers examined 209 smokers, asking them to report items that worsened or enhanced the taste of cigarettes.

Overall, dairy products (such as milk or cheese), non-caffeinated beverages (such as water or juice), and fruits and vegetables were found to worsen the taste of cigarettes. Nineteen percent of the respondents said dairy products worsened the taste of cigarettes; 14% said non-caffeinated beverages, and 16% said fruits and vegetables worsened the taste of cigarettes.

Forty-four percent of participants said alcoholic beverages enhance the taste of cigarettes; 45% said caffeinated beverages such as tea, cola and coffee improve their flavor, and 11% said meat improved the taste of cigarettes.

The researchers recommended diet modifications be used in combination with standard nicotine replacement therapy, opening up new marketing possibilities for certain food products. “With a few modifications to their diet — consuming items that make cigarettes taste bad, such as a cold glass of milk, and avoiding items that make cigarettes taste good, like a pint of beer — smokers can make quitting a bit easier,” said McClernon.

Smokers of menthol cigarettes were less likely to report that any foods or beverages altered the taste of cigarettes, a finding that suggests menthol covers up bad tastes stemming from items consumed with cigarettes, the researchers said.

The research, which was funded by the National Institute on Drug Abuse, claims to be the first study to explore the taste-altering effects of foods and beverages on cigarette palatability.

Editor: Before you even ask, we’ll answer a question we’ve heard not infrequently. Will Willard Water help me quit smoking? Some people say it has helped them... but we certainly don’t believe it would help everyone. We know a lot of people who smoke and also drink Willard Water. However, maybe not at the same time?! We say that since water is one of the items that makes cigarettes taste worse according to this study. What some smokers have told us is that the Willard Water helps them to deal better with the stress of quitting than that it had any direct effect on the taste of the cigarettes. And, again, we certainly don’t know WW would have that same effect on everyone. ♦

## No Big Surprise

We weren’t surprised to read a report that said researchers found children living on the Greek Island of Crete have very few occurrences of asthma and allergic rhinitis. Not that we knew there were less of these health problems on that island... what didn’t surprise us is that the researchers said the primary reason for this is the diet of those children... rich in fruits, vegetables, and nuts. In other words, a “Mediterranean Diet”.

The “Mediterranean Diet” was measured against a set of 12 different foods, including fruits, vegetables, nuts, whole-grains, legumes and olive oil. Researchers say 8 out of 10 children ate fresh fruit, and more than two-thirds of them ate fresh vegetables at least twice a day.

The researchers said nuts are rich in vitamin E, protecting against cell damage from free radicals. Nuts also contain high levels of magnesium, which other studies suggest, may protect against asthma and enhance lung power. A daily diet of apples, oranges and tomatoes also protects against allergic rhinitis and wheezing. The researchers said grapes, in particular, may protect against current and previous cases of allergic rhinitis and wheezing. The report warned that high margarine consumption doubled the chances of asthma and allergic rhinitis. ♦

## Trivia & Tidbits . . .

1. How many meteorites hit the earth each year?
2. How many seeds from the giant sequoia tree—the most massive of all living things—are there in an ounce?
3. What is the only land mammal native to New Zealand?
4. What is the wrinkled flesh that hangs from a turkey’s neck called?
5. How much hay did P.T. Barnum’s famous elephant Jumbo eat daily?
6. By what name was Nobel Peace winner Agnes Gonxha Bojaxhiu better known?
7. Left to right, what are the 7 letters on the bottom row of a computer keyboard?
8. What fast-food chain founded in ‘64 was named for Forrest & LeRoy Raffel?

AND THE ANSWER IS...



1. About 500; most unrecorded, falling into oceans, deserts & other uninhabited areas.
2. 8,000. The seeds are 1/4 inch long.
3. The bat.
4. The wattle.
5. Two hundred pounds.
6. Mother Teresa, India’s “saint of the gutter”.
7. z,x,c,v,b,n,m.
8. Arby’s. The name stands for RB—Raffel Brothers.

## ON “THE WEB”!

[www.willardswater.com](http://www.willardswater.com)

(Note: “willardswater” is all one word, all lower case with an “s” between “willard” and “water”—that’s how people usually ask for it!) *Come visit!*

Please Note: We are not health authorities of any kind. This newsletter represents our own views—presenting information we believe to be true and correct, but is “opinion”, nonetheless. We also have a vested interest in most of these topics, so don’t claim to be impartial. This newsletter, or anything else we publish, is no substitute for a competent health professional. User reports, though published here, don’t prove anything—we pass them along because they certainly are of interest to others using the same products, or who have an interest in them.

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## PRODUCT HIGHLIGHTS & UPDATES FROM CHARLIE

### Antibiotic-Resistant Bacteria and What To Do About It; Dog-Smarts and Warnings for Dog Owners

Another study points to the dangers to everyone by the growing overuse of antibiotics. This study was conducted in Belgium to see if antibiotics could truly cause bacteria to develop resistance.

In this study, participants took one of two different types of antibiotics. Researchers measured the proportion of antibiotic-resistant, yet harmless, bacteria in their mouths before and after treatment. Patients in both medication groups had significantly more resistant bacteria in their mouths after taking the antibiotics than study participants who did not take an antibiotic. Furthermore, the resistant bacteria could still be found in the mouth for more than 180 days.

The researchers concluded the use of antibiotics is the single most important cause of the emergence of resistant bacteria. They suggest physicians carefully consider the side effects of antibiotics before prescribing them to their patients.

Let me tell you what else this says to me. And keep in mind, this is definitely now turning into my own personal Editorial Comments, even though I'm not the editor of this newsletter.

I think not only should physicians consider the possible adverse effects of antibiotics, but so should the patient.

We all need to take more responsibility for our own care. And, even though I don't know that the natural items I use are effective at actually fighting any particular infection, I use them because I believe, based on what is known about them, that they help to boost my own immune system and therefore help my body to fight off infections more effectively on its own. I also believe it's better to try to get my own body to get itself well again, rather than filling it with antibiotics to try to do that, when it is possible to do so.

Clearly, if I (or anyone) was fighting a life-threatening infection where time was truly limited, I would undoubtedly use whatever drugs were available that might get the job done quicker. But, if I'm just talking about a cold, or an ear infection, or a mild case of the flu, I think I'd like to give my body and my natural immune boosters a try first.

What do I use as such immune boosters? I and my wife, Kolleen, have always relied on our liquid Colostrum products (H-1 and H-2), and since its introduction, basically on the H-2 (just is a better "buy" if using it regularly). Many customers love the capsules (H-5) and have great reports on them.

We also believe in using Colloidal Silver (Item CS-1 or CS-32) as a helpful ally for our own immune systems in fighting off any "enemies". Colloidal Silver is said to kill off over 600 different disease organisms, besides being a mineral that we apparently need in very trace amounts. Most antibiotics only work against about 6 different disease organisms, I'm told. So it seems to me that giving Colloidal Silver a chance makes sense, especially since it can't hurt anything. No, we don't believe taking colloidal silver will turn your skin gray or silver. At least not if you are using the colloidal silver in reasonable amounts..

Some people take Colloidal Silver every day to help prevent illness. Kolleen and I tend to only take it when we know we've been exposed to some kind of bug, or we feel ever-so-slightly like we might be coming down with something... and then we take a hefty dose (especially Kolleen—she's taken 9 tablespoons at a time before, and she certainly didn't turn gray!).

On the other hand, we do take colostrum every day. We just believe it makes too much sense not to. Kolleen has, on occasion, gone without it, and if exposed to some "bug" at that time, she has gotten a cold or the flu. But then, if she takes colostrum right away, along with colloidal silver, she gets over it in record time. Once when trying a new "brand" of colos-

#### I Guess Gus & Mollie DO Know What's Good, or Bad, For Them...

I was originally surprised when our dogs (Gus and Mollie) never ate any raisins I gave them—usually just left over in the bottom of some Raisin Bran cereal or mixed in with oatmeal. They just never ate them.

Then I read on a list of items toxic to dogs the other day, that raisins are toxic to them. Good for you, Gus and Mollie! I've always heard dogs will refuse what's bad for them, but had never seen such "selection" demonstrated like this was by the dogs themselves. I have seen Gus demonstrate one other thing he apparently thought was bad for him... the time he absolutely refused to drink the "regular water" I gave him from the sink—though he'd been throwing his water bowl in the air for a drink, he refused to drink the water, until I replaced it with his Willard Water. And he didn't see me take it from the tap, or from his Willard Water jug—he was in the other room!

Check the internet or a good book like The Encyclopedia of Natural Pet Care by C.J. Puotonin for a much more complete information, but that list I saw included the following:

- ◆ Raisins
- ◆ Ibuprofen (Nuprin, Advil, Etc.)
- ◆ Various human cold medicines, diet pills, and antidepressants
- ◆ Fabric softeners
- ◆ Xylitol (sugar alternative)
- ◆ Anything in the Lily family... especially Easter Lilies (Pointsettias are also bad, but not as bad as Easter Lilies)

This is **FAR FROM A COMPLETE LIST!** **DO NOT** rely on this to tell you everything your dog can't have. Like I said, check the internet (reliable sites) and/or Puotonin's book mentioned above for far better and more complete information. ◆

trum she kept getting sicker while taking it... she switched back to our liquid colostrum and got totally well. Some weeks later the results of the lab analysis we had conducted on that colostrum, found there was no colostrum in that particular product at all! So, despite her belief in colostrum, the later-found-to-be-no-good-at-all colostrum, DID her no good at all. Guess her colostrum belief isn't in her head! ◆

Note: Don't miss the bottom two-thirds of this page!  
This top one-third of this page is deliberately  
left blank in the web version.  
It is used for our return address and the  
recipient's address information in the printed version.



### HE SAID HE COULD HELP!

“The tears started running down my cheeks before I even knew I was sad... that was the first indication of the sadness that just permeated my car and my whole being... then — I don't know how to explain this, but it was like I was hearing my father's thoughts somehow—but he passed away over 20 years ago — I kept hearing him saying he could help my mother. He could help get her the help she needs. I thought he must mean he wished he was still here to help—that's the only way it made any sense at all. Even then the whole episode was really pretty unbelievable. But it was so real I called my husband and told him about it as I continued driving.

“Two days later I learned from my niece that she had seen a story on NBC News the night before (a day after my father had ‘talked to me’) about financial aid for seniors who needed assisted living type help from the V.A. for veterans who had served in wartime and their surviving

spouses! It turned out to be a real program, and it made it possible for my mother to afford the assisted living services and apartment she needed.

“I don't know how to explain this, other than that it really was ‘unexplained help’ as you've often mentioned in this column.” — C.S.

Editor: We have checked on this program and it is real. Check with your local VFW or V.A. office regarding the “Aid & Attendance” program. Also two helpful web sites are [www.vetassist.org](http://www.vetassist.org) and [www.veteranaid.org](http://www.veteranaid.org). It apparently will pay benefits for veterans and/or their surviving spouses who need assisted living services or financial aid for home health care services, if they qualify with medical needs for such services. We can't give the details here, but it certainly is worth checking on for those who need such help to remain independent.

*Editor: We invite you to send your own inspiring, unexplained help, stories for sharing with others in this column.*



## E-Mails, Mailbag & Phone Calls. . .



### The Case of the Appearing and Disappearing Hunger

— In a recent mailing, we mentioned the need to stop herbal products once-in-awhile in order to avoid your body developing a tolerance to them, that would result in their becoming ineffective for you. “K.S.” told us that she heeded that warning with her Hoodia 2000 TR (Item M-101) and CortiXine 3000 (Item M-102) from us.

She said she was so busy with a sudden onslaught of personal projects that she forgot to take them for several days. During those days she notice she had a nearly insatiable hunger for “just anything”... sweets, salty foods, main entrees. Just anything.

She didn't know why she should be that hungry, since she wasn't skipping meals and was actually eating a lot more than

she had become accustomed to over recent weeks. Then she started taking our Hoodia and CortiXine again, and... drum roll... she just wasn't hungry any more. “I walked by a box of doughnuts left out for anyone working to help themselves to, and I just didn't even want one”.

But, she says it was also true that it took about 10 days when she first started on these two products, for her to really feel their full effect.

It's common for people to say it takes anywhere from a couple of days to a couple of weeks for them to really see a tangible reduction in their appetites when using a Hoodia product. We can't tell you why, just that it seems to be the case, and our customers using these products (and we ourselves) can confirm it from our own experiences.



# More Product Highlights & Updates from Charlie

## “From the Horse’s Mouth”: Reports on Burns & Chronic Back Pain in People... to Dogs with Allergies & Hip Problems...to the “Snake Oil” & Placebo Argument

Nothing ever compares with getting it “straight from the horse’s mouth”, as they say. That’s why we like to pass along user’s own reports on their experiences with our products. I think you’ll find the following report from “Susan” very interesting... we’ve had lots of reports of Willard Water apparently helping to relieve the pain and possibly speed the healing of various kinds of burns over the years, but this one is different from any others.



“On Sunday, Feb. 4, 2007, I burned the palm of my left hand: 40% of the palm, second-degree burns from the electric stove

burner. The pain was amazing, to put it mildly, and there was fear. I am, after all, a hands-on healer, and do massage and bodywork as part of my work!

“Fortunately, I had a half-gallon leftover of (distilled) water already mixed with Willard Water, and my hand was in a bowl of it within 3 or minutes after the burn. For 16 hours, I alternated 1/2 hours in the water and on an ice-pack, which was wrapped in a tea towel. I was able to sleep then for about 3 hours, until the pain awakened me, so I started the process again: Alternate 1/2 hours, Willard Water and ice-packs. This time for about 5 hours, when the pain stopped! Just like turning off a switch.

“The scars began to form, and the muscle underlying the burned skin was also burned, so the rims of the stove were clearly etched into my hand, and the skin was tight as well as the muscle tissue. Each day, I soaked in Willard for at least 1/2 hour three times, but I was able to work already...after only two days, and I thought about the scars and likely blisters, and decided to add the “Radiance Overnight” face cream (Item R-102) to my hand to heal the skin, if possible. Today, just 18 days after the

burn, there are faint white blisters, open before even fully forming, and the scarring is almost invisible. There is complete functionality, and except for the memory and a new bit of palm ‘writing’, there is in effect, no lasting effect.

“If you can use this information/history, please feel very free to do so. With my huge gratitude for the product, and for Dr. Willard’s lifetime dedication to keeping it available, and to you and Kolleen for continuing the tradition, I remain,  
Sincerely,  
Your indebted friend,  
Susan”

That’s what you call a day brightener! I guess it’s not even the most dramatic report we’ve ever received on Willard Water and burns. But it certainly was a very nasty burn, and it was certainly nice to know that our Willard Water and Overnight Cream (R-102) apparently played a role in helping this good person.

As far as dramatic burn reports and Willard Water... those who remember the “60 Minutes” program on Willard Water (or who have read the transcript from it on our website and in our Dakota Dialogue Special Edition on Willard Water), most likely remember Chauncey Taylor. He was the Rapid City, SD, area rancher who was burned when an oil drum exploded as he welded on it... so it was a burning oil type burn. Chauncey immediately doused the burn with some Willard Water he had on hand, and soaked in a bathtub with lots of Willard Water in it.

**“... muscle underlying the burned skin was also burned...the rims of the stove were clearly etched into my hand...today...18 days after...no lasting effect.”**

His doctor, Dr. Lemley, was very familiar with Willard Water. Dr. Lemley advised Chauncey to continue treating that burn with Willard Water and to do nothing else with it. The

burn healed and Chauncey’s body grew new skin over the area... years later you could not see any sign of the serious burn he’d had. We know that for a fact, because many years after the “60 Minutes” broadcast we met Chauncey for the first time and he proudly showed us the “beautiful skin on his ugly old leg”!

We’ve had other people tell us of help they received on grease burns and sunburns and burns from wood-burning stoves. We certainly can’t and don’t advise doing anything contrary to the medical advice one should always seek in such situations, but we can tell you that we’ve heard from lots of folks who say Willard Water was a life saver when they were dealing with their burns.

**...both legs burned with boiling water... they used Willard Water on only one of her burned legs...**

I’ll never forget the waitress in a family dining type restaurant we were in once in Rapid City who overheard us discussing Willard Water. She said she had her own experience with the water... when

she was a toddler she’d been badly burned by boiling water falling off a stove and drenching her legs in it. Her parents had some Willard Water... but decided, I guess, to “hedge their bets” as to whether or not it was the right thing to use on it... they put the Willard Water on one leg, but not the other. The one they used the Willard Water on had healed with no scarring. The other was very scarred. She said she really wished they’d just put the Willard Water on both legs...

But that’s hindsight. It’s understandable that people might be concerned about using something as unusual as Willard Water. The next interesting story of its use, from “Michelle” ad-

dresses that same point:

“Here is the story of how we came to find out about you and your product. I had a dog who had allergies whose episodes became more and more frequent as he became older. We had been controlling them by improving his environment and what he ingested. (Air purifiers, water purifiers, Dyson vacuum, avocado shampoo for his thick coat, high quality food, supplements such as high quality omega oils, biotin, colostrum, etc.) However, we did have to resort to an antihistamine for a while until they changed the formula and then we could not find one that worked with side effects that we could accept. Along the way we resorted to various topical aids none of which worked as well as we would like, and a couple of times we resorted to steroid shots which did the job but could not have been good for his internal organs especially as he was getting older.

“Here is the funny part of our story. Willard’s Water had been recommended to me and I bought it to be polite because the ladies at Noah’s Ark had so much good advice for me but I have learned over the years (this dog was my first pet ever in my whole life and we rescued him in 1993) to pick the advice I use even if it is from the same trusted source. So...the Willard’s Water spray sat on the shelf getting dusty because it was hard to believe it would work...until the day came when I made an appointment to take the dog in for a steroid shot which was a last resort option we had been avoiding. And it just so happens that morning I came across the dusty Willard’s Water bottle and said to myself ‘I have to try it in case it works and then we would not have to have the steroid shot’.

“You’ll never believe it... well, yes you would believe it... IT WORKED. He immediately stopped trying to chew his two hot spots and did not try to lick off the WW like he did with every other topical application. We called and put off the steroid appointment for another couple of days. Within those couple of days we applied WW and his hot spots

cleared up and so we cancelled the steroid appointment altogether. Then we read some more information from your website... and started both dogs drinking WW in all their water bowls. Then we switched to your liquid colostrum based on our delight with the WW.

“We firmly believe that WW prolonged our allergy dog’s life by avoiding pharmaceutical medications and made his golden years very comfortable for his allergy control. I recommend your product all the time but I can see in people’s eyes the same disbelief I had when I first heard about your product. It is such a shame I did not take before and after pictures... and it may not work for every physiological system but it certainly did for P.J. and we cannot thank Liz and Mary at Noah’s Ark enough for all their advice over the years, but especially for the WW.

“And thank you for your website and clear explanations of quality and concentrations and everything. We are now buying some of your products for us peoples in the house. Sincerely, Michelle”.

And, speaking of dogs... we really are dog lovers here in this office. And one day a very nice lady (“R.A.”) called in who was very worried about her dog. She (the dog) had hip problems as I recall, and R.A. was wondering about giving the dog Willard Water. We told her many people have used Willard Water in that type of situation and have been very happy... it certainly couldn’t seem to hurt anything. We also told her about giving her dog MSM-Glucosamine (Item No.J-98), Glucosamine-Chondroitin (J-91), and EasyFlex (J-38). It ended up that we sent her those products, along with some Willard Water. Just received a note from R.A. and I’ll just put it in here, word-for-word:

“THANK YOU!! My dog wags her tail more...she makes it up the stairs, and we go for longer walks. Her coat is soft

and shiny and her eyes shine. Those supplements seem to be working and I got the amino acid you recom-

**... R.A.’s dog wags her tail more... can make it up the stairs... walks longer... feels great.. and R.A. feels great too... her chronic back pain is hardly noticeable...**

—she’s doing great! Since I have been drinking the Water I feel ‘great’!! The water made me realize how thirsty I really

was. My chronic back pain is hardly noticeable. I shared my two 8-oz bottles with my ailing mother and my good friend who tends to be sickly. I know you’ll be hearing from them soon. I wish you all many blessings, R.A.”

I know we’ve said this before, but every time we run reports of Willard Water apparently helping dogs, or other animals, I’m reminded of it again. And particularly right now, when two of these reports involved people hesitant to use Willard Water because it sounded so unbelievable...Snake Oil doesn’t work on animals. You can’t tell a dog his hot spots will quit bothering him, his allergies will be held at bay, or his painful and stiff hips will suddenly function just fine, because you’re giving them Willard Water and make it work. Dogs are not known to respond to placebos, or something just working in their heads.

But, as we’ve said before, neither do they tell themselves it can’t work because it “sounds crazy to them”... so they also don’t, through the power of their own minds, *prevent* WW from helping. Maybe if you know someone who just can’t believe you could be “silly enough” to use something like WW, you could show them this article, and see how they answer the fact that it does work for animals.

You can also tell them it works like crazy on plants. But that’s another long story that will have to wait for another time.

And, if they say the dogs probably just picked up hope from their owners and that’s what worked...you can tell them WW is used by large farm and commercial livestock operations (because they find it works) and those operators don’t spend much time talking to their animals (or conveying their hope to them) much less doing that for their wheat fields, apple orchards, etc! ♦

**“...believe it prolonged our allergy dog’s life... and made his golden years very comfortable...”**

**... big ranchers and farmers don’t usually talk to their animals, much less their... fields!**